



Achieve Your Full Potential And
Attain Your Goals Sooner! Effective
Coaching and Mentoring Helps You
Do It.



J.W. MOORE
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Coaching is...

“A process that enables learning and development to occur and thus performance to improve. To be a successful a Coach requires a knowledge and understanding of process as well as the variety of styles, skills and techniques that are appropriate to the context in which the coaching takes place”

Mentoring is...

“Off-line help by one person to another in making impact in significant transitions in knowledge, work or thinking”

How Coaching and Mentoring benefits You!

Both coaching and mentoring are processes that enable both individual and corporate clients to achieve their full potential. Coaching and mentoring share many similarities so it makes sense to outline the common things coaches and mentors do whether the services are offered in a paid (professional) or unpaid (philanthropic) role. Here are some of the things The JW Moore Group will do in coaching or mentoring you.

- Facilitate the exploration of needs, motivations, desires, skills and thought processes to assist the individual in making real, lasting change
- Use questioning techniques to facilitate client's own thought processes in order to identify solutions and actions rather than takes a wholly directive approach
- Support the client in setting appropriate goals and methods of assessing progress in relation to these goals
- Observe, listen and ask questions to understand the client's situation
- Creatively apply tools and techniques that may include one-to-one training, facilitating, counseling & networking
- Encourage a commitment to action and the development of lasting personal growth & change
- Maintain unconditional positive regard for the client, which means that the coach is at all times supportive and non-judgmental of the client, their views, lifestyle and aspirations
- Ensure that clients develop personal competencies and do not develop unhealthy dependencies on the coaching or mentoring relationship
- Evaluate the outcomes of the process, using objective measures wherever possible to ensure the relationship is successful and the client is achieving their personal goals.
- Encourage clients to continually improve competencies and to develop new developmental alliances where necessary to achieve their goals
- Work within their area of personal competence.
- Possess qualifications and experience in the areas that skills-transfer coaching is offered
- Manage the relationship to ensure the client receives the appropriate level of service

Business coaching & mentoring

Organizational development, changes brought about by mergers and acquisitions as well as the need to provide key employees with support through a change of role or career are often catalysts, which inspire companies to seek coaching or mentoring.

At one time coaching and mentoring were reserved for senior managers and company directors, now it is available to all as a professional or personal development tool. Coaching and mentoring are also closely linked with organizational change initiatives in order to help staff to accept and adapt to changes in a manner consistent with their personal values and goals. Coaching & mentoring, both of which focus on the individual, can enhance morale, motivation and productivity and reduce staff turnover as individuals feel valued and connected with both small and large organizational changes. This is a role a partner from I can play for you.

Coaching and mentoring programs generally prove to be popular among employees as coaching achieves a balance between fulfilling organizational goals and objectives whilst taking into account the personal development needs of individual employees. It is a two-way relationship with both the organization and the employee gaining significant benefits. There is also an increasing trend for individuals to take greater responsibility for their personal & professional development and even those who are employed in large organizations are no longer relying on employers to provide them with all or their career development needs.

Who is The JW Moore Group?

We are: Change Agents

We Help: Improve results by changing how people/organizations deal with the issues that affect their vision, goals, career path, relationships plus the life and job performance skill sets. As part of this focus, we examine your vision/mission, marketing strategy, research and analytical tools, message development process, content development, implementation techniques, customer service, leadership practices and the measurement of success in these areas

We Listen. We Understand

We work: To analyze situations to determine source and nature of the issue/problem, review analytical and human data to develop unique insights and understanding, develop a comprehensive strategic and tactical plan to address issues, put measurement and accountability tools in place to determine success and help them determine how to celebrate success.



Coaching/Mentoring Areas of Experience

Strategic Planning
New Products
Lead generation
Digital Marketing
Crisis Management
Organizational Strategy
Corporate Identity
Name Change
Startups
Franchise development
Dealer Relations
Advertising
Sales promotion
Contests
Sponsorship
Community Development
Mobile
Employee morale
Sexual Harassment
Plant closings
Unions
Public Relations
Social Media
Non-profits
Branding
Message development
Time Management
Mergers
Acquisitions
Incentive Programs
Plant Tours
Customer events
Customer Experience
CRM
Call Centers

Global Marketing consolidation
Budget reductions
Store closings
Package Design
Investor relations
Logos
Videos
Sports Marketing
Licensing
Music
Cause Marketing
Content Development
Golf outings
Customer development
Safety Programs
Trade associations
Local market development
Research
Analytics
Trade Shows
Brochures
Web Sites
Management Changes
Team Building
Email marketing
List development
POS
Billboards
Displays
Sales Presentations
Fund Raising
Blogs
Affinity Marketing
Catalogs
Broadcast Production



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Jerry W Moore
Consultant/Coach/Change Agent

Jerry has over 30 years of experience involving a wide range of strategic and tactical issues. He has worked in a variety of organizations including public broadcasting, major corporations, international advertising agencies, promotional agencies and his own consulting practice.

Jerry has had the privilege of advising the leadership and working with some of the world's great brands including Hanes, L'eggs, Volvo, Alcoa, Kroger, McDonald's, Wrangler, CIGNA, NAPA, Ben Bridge Jewelers, No nonsense, Doncaster Fashions, Gulf Oil, Caremark, Baxter, The National Geographic Specials, DSW Shoes, Rubbermaid, Ford, The State of North Carolina, White Castle, Ben Bridge Jewelers and a host of others. He excels at looking at a large issue and breaking it down to manageable components to achieve the desired goal. His strengths and career achievements, include being:

- Highly skilled in managing marketing responsibilities within high profile corporations.
- An innovative leader with a tendency to thrive in creative environments while remaining focused on attaining objectives.
- Considered an expert in social media, integrated marketing, budget management, public relations, competitive analysis, and strategy development.
- An exceptional leader of talent related to team building initiatives.

Jerry has a BA from The Ohio State University and has taught at the Wake Forest Babcock School of Business.

For Rates and Availability:

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